

The Effect of Lifestyle, Cafe Atmosphere, and Customer Experience on Customers' Revisit Intention at Estuary Café

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ABSTRACT

This study aims to analyze the effect of lifestyle, cafe atmosphere, and customer experience on revisit intention among customers of Estuary Cafe, a coffee shop located in Sleman, Yogyakarta. A quantitative, causal-associative approach was used, with questionnaires distributed to 91 respondents selected through a combination of purposive and incidental sampling. Data were analyzed using multiple linear regression with the assistance of SPSS. The results show that lifestyle, cafe atmosphere, and customer experience each have a positive and significant partial effect on revisit intention, with lifestyle exerting the strongest influence, followed by cafe atmosphere and customer experience. Simultaneously, the three variables significantly affect revisit intention and explain 48.6% of its variance (Adjusted $R^2 = 0.486$), while the remaining 51.4% is explained by other factors outside the model. These findings suggest that Estuary Cafe should continue to strengthen its working-space concept, physical atmosphere, and customer experience quality in order to encourage customers' intention to revisit.

Keywords: Lifestyle, Cafe Atmosphere, Customer Experience, Revisit Intention

INTRODUCTION

Estuary Cafe is a coffee shop that has been operating since 20 August 2018 with an industrial-modern concept and a concrete finishing touch, located in the Kali Code area, Sleman, Yogyakarta. This coffee shop provides indoor and outdoor areas across two floors of the building, equipped with a meeting room and a music-free co-working space on the second floor, which is widely used by students and workers for productive activities. Visitor data for the Januari-May 2026 period show fluctuations in the number of visitors, with the highest average occurring in May at 148 visitors per day, indicating that lifestyle, cafe atmosphere, and customer experience play an important role in influencing customer revisit intention.

The development of modern society's lifestyle has encouraged the growth of coffee shops as a means of social activity, not only for enjoying beverages but also for discussing, working, and completing tasks, with cafe atmosphere such as interior design, lighting, scent, color, spatial layout, and music becoming important factors influencing consumer comfort and decisions (Alfirahmi, 2019; Ali & Omar, 2014). Yogyakarta, as an educational city with a large student population, is a potential market for the coffee shop industry, since students tend to choose places that support studying, working, and socializing simultaneously (Kurniawan, 2024).

In addition to cafe atmosphere, consumers also consider the experience gained during their visit, since revisit intention is essentially a customer's intention to visit again as a result of satisfaction and positive experience from a previous visit (Ermawati & Astuti, 2018). Lifestyle also serves as a driving factor for revisit intention because consumers tend to choose places that match their pattern of activities, interests, and opinions (Kotler & Keller, 2018), while customer experience-formed through consumers' physical and emotional interactions with products or services-also influences consumer motivation and evaluation of a place (Septiana et al., 2020).

Several previous studies show varied results regarding the relationships among these variables. Azzahra et al. (2020) proved that lifestyle has a positive and significant effect on the revisit intention of local coffee shop customers, but did not include cafe atmosphere or customer experience in their research model. Putri et al. (2023) found that store atmosphere has a positive effect on revisit intention through customer satisfaction, while Lee and Christiarini (2021) instead found that atmosphere has no significant effect on customer satisfaction in the context of casual dining restaurants, indicating that the relationship between cafe atmosphere and revisit intention remains inconsistent. Kwame Opoku et al. (2023) also showed that experiencescape dimensions influence revisit intention at specialty coffee shops in urban areas, but had not simultaneously tested the role of lifestyle and cafe atmosphere. The research gaps identified from this description are: (1) most previous studies examined the effect of lifestyle, cafe atmosphere, and customer experience on revisit intention separately or partially, rather than simultaneously in a single model; (2) research findings on the effect of atmosphere on revisit intention or customer satisfaction remain inconsistent across business contexts; and (3) research on coffee shops with a dual purpose concept functioning as both a relaxation space and a working/study space (co-working space)-such as Estuary Cafe, remains very limited, particularly in Yogyakarta as an educational city. This gap forms the basis of the present study.

This gap is further reinforced by more recent international and national studies published between 2023 and 2025. Hazlirahman et al. (2025) found that cafe atmosphere and food quality jointly influence revisit intention through customer satisfaction at a franchised Indonesian coffee chain, yet their model did not incorporate lifestyle as a predictor. Ramadhaningtyas et al. (2025) extended the Theory of Planned Behavior to purchase intention for organic food products, demonstrating the framework's continued relevance for explaining consumer intention but leaving its application to dual-purpose coffee shops unexplored. Safitri et al. (2025) examined revisit intention among tourists visiting Lombok, focusing on destination-level rather than café-level determinants, while Siregar (2025) discussed store atmosphere conceptually as a strategy for increasing visitor interest without empirically testing its relationship with lifestyle or customer experience. Taken together, these recent works confirm that, despite growing scholarly attention to

revisit intention between 2023 and 2025, no prior study has simultaneously examined lifestyle, cafe atmosphere, and customer experience within a co-working-space-concept coffee shop. This distinguishes the present study from earlier research in three specific ways: (1) it integrates three predictors that previous studies have only tested partially or in different combinations; (2) it applies these predictors to a dual-purpose (working and leisure) coffee shop setting rather than a conventional café, restaurant, or tourist destination; and (3) it embeds the analysis within the Theory of Planned Behavior to explain the psychological mechanism linking these variables to revisit intention, an approach not yet adopted in the coffee shop literature reviewed above.

The novelty of this study lies in examining the simultaneous effect of lifestyle, cafe atmosphere, and customer experience on revisit intention at a co-working-space-concept coffee shop in Yogyakarta, which has not been widely studied in previous research that tends to examine these variables partially or in the context of conventional coffee shops or restaurants. This study also integrates the Theory of Planned Behavior as a theoretical framework to explain the mechanism of these three variables in shaping consumers' intention to revisit.

Based on the above description, this study aims to analyze the effect of lifestyle, cafe atmosphere, and customer experience on revisit intention among Estuary Cafe customers, both partially and simultaneously. The findings are expected to provide theoretical contributions to the development of consumer behavior studies in the coffee shop industry, as well as practical contributions for Estuary Cafe in formulating strategies to increase revisit intention and customer loyalty.

The Theory of Planned Behavior (TPB) is used as the grand theory in this study, which explains that an individual's behavioral intention in this case, revisit intention is influenced by attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of this study, customer experience functions to shape a positive attitude toward the cafe, lifestyle reflects the social norms developing among students and young workers, while cafe atmosphere serves as a supporting factor that influences comfort and consumers' perceived behavioral control in deciding to revisit.

Based on the theoretical review and previous research, four research hypotheses are formulated, namely: H1) Lifestyle has a positive and significant effect on Revisit Intention; H2) Cafe Atmosphere has a positive and significant effect on Revisit Intention; H3) Customer Experience has a positive and significant effect on Revisit Intention; and H4) Lifestyle, Cafe Atmosphere, and Customer Experience simultaneously have a positive and significant effect on Revisit Intention among Estuary Cafe consumers.

RESEARCH METHOD

Type and Research Approach

This study uses a quantitative approach with a causal-associative research type that is correlational in nature (Sugiyono, 2013). This approach is used to empirically test and prove the effect of the independent variables, namely Lifestyle (X1), Cafe Atmosphere (X2), and Customer Experience (X3), on the dependent variable Revisit Intention (Y) among Estuary Cafe consumers, both partially and simultaneously.

Population, Sample, and Sampling Technique

The study population comprises all consumers who have visited and made a purchase at Estuary Cafe, Sleman, Yogyakarta, with an unknown population category. The sample size was determined based on the guidelines of Hair et al. (2018), namely 5 to 10 times the number of research indicators. This study has 18 indicators, so the minimum sample size used is $18 \times 5 = 90$ respondents, and 91 respondents were obtained in practice. The sampling technique used nonprobability sampling through a combination of purposive sampling, with respondent criteria being 17-50 years of age and having visited and made a purchase at Estuary Cafe at least once within the last six months, and incidental sampling.

The combination of purposive and incidental sampling was adopted because the population of Estuary Cafe customers is unknown and unlisted, so no complete sampling frame exists from which a probability sample could be drawn. The purposive criteria age range and prior visitation within the last six months were applied to ensure that respondents had sufficient direct experience to meaningfully evaluate the cafe's lifestyle fit, atmosphere, and customer experience, while the incidental component enabled the required sample size to be reached efficiently within the limited data-collection period between May and June 2026. This nonprobability approach, however, carries an inherent risk of sampling bias: respondents who were more easily accessible in person or who responded to the Google Form link shared through social media may not fully represent the entire customer base, potentially overrepresenting digitally active segments such as students and young professionals while underrepresenting less digitally engaged visitors such as older tourists or occasional walk-in customers. As a result, although the sample satisfies the minimum size requirement proposed by Hair et al. (2018), the findings should be interpreted as descriptive of the characteristics and perceptions of the surveyed sample rather than statistically generalizable to the full population of Estuary Cafe customers or to coffee shop consumers more broadly; this limitation and its implications for generalizability are revisited in the Conclusion section.

Operational Definition and Research Instrument

The research instrument was developed in the form of a closed questionnaire using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) and was tested through a pilot test

on 30 respondents before being used in the main study. The operational definitions and number of indicators for each variable are presented in Table 1 below.

Table 1. Operational Definitions and Indicators of the Research Variables

Variable	Indicator	Number of Items	Source
Lifestyle (X1)	Activities; Interests; Opinions	6	Kotler & Keller (2018)
Cafe Atmosphere (X2)	Cleanliness; Music; Scent; Temperature; Lighting; Color; Display/Layout	14	Banat & Wandebori in Nirwana (2019)
Customer Experience (X3)	Entertainment; Educational; Esthetic; Escapist Experience	8	Pine & Gilmore (1998)
Revisit Intention (Y)	Willingness to Visit Again; Willingness to Invite; Willingness to Positive Talk; Willingness to Place the Visiting Destination in Priority	8	Putri et al. (2023)

Source: Processed data, 2026

Data Collection Technique

Primary data were obtained through the direct distribution of questionnaires as well as via Google Form to consumers visiting Estuary Cafe. Secondary data were obtained from documents, journals, and other relevant references. The study was conducted in stages, starting with instrument preparation in May 2026, data collection and processing in June 2026, and report preparation in July 2026.

Data Quality Test

The validity test was conducted using the Corrected Item-Total Correlation technique by comparing the calculated r-value with the r-table value at a 5% significance level. The reliability test used Cronbach's Alpha technique, with the instrument declared reliable if the Cronbach's Alpha value exceeds 0,60 (Sugiyono, 2013).

Data Analysis Technique

Data analysis was conducted quantitatively with the assistance of the SPSS statistical program, including descriptive statistical analysis, classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, hypothesis testing (t-test and F-test), and the coefficient of determination test (R^2). The regression model used is

formulated as follows: $Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$, where Y is Revisit Intention, X1 is Lifestyle, X2 is Cafe Atmosphere, X3 is Customer Experience, a is the constant, β_1 – β_3 are the regression coefficients, and e is the error term (Sugiyono, 2013).

RESULTS AND DISCUSSION

General Description of the Research Object

Estuary Café is located at Gang Code 3, Karangjati Wetan, Monjali, Gemawang, Sinduadi, Mlati District, Sleman Regency, Special Region of Yogyakarta, not far from the Universitas Gadjah Mada area. Estuary Café adopts a minimalist design concept with earth-tone color touches and brutalist-style architectural elements, equipped with spacious indoor and outdoor areas, a Wi-Fi network, and adequate power outlets. This coffee shop operates daily from 09.00 to 23.00 WIB and offers products such as coffee beverages, non-coffee beverages, light snacks, and heavy meals, with its main market segments being students, workers, and tourists.

Respondent Characteristics

This study used 91 respondents who met the sample criteria. The respondent characteristics are presented in Table 2 below.

Table 2. Respondent Characteristics

Characteristic	Dominant Category	Frequency	Percentage	Total
Age	22–30 years	48	52,7%	91
Occupation	Employee	34	37,4%	91
Domicile	DI Yogyakarta	68	74,7%	91
Income/Allowance	Rp2.000.000–Rp5.000.000	36	39,6%	91
Visits $\geq$ 1x/6 months	Yes	91	100%	91
Best-Selling Product	Estuary Smoothies	22	24,2%	91

Source: Primary Data, processed 2026

Respondent characteristics were dominated by the 22–30 years age group (52,7%) working as employees (37,4%), domiciled in DI Yogyakarta (74,7%), and having an income/allowance of Rp2.000.000–Rp5.000.000 per month (39,6%). All respondents (100%) had visited and made a purchase at Estuary Cafe at least once within the last six months, thus meeting the study's inclusion criteria.

Descriptive Statistical Analysis

Descriptive analysis was used to determine the tendency of respondents' answers for each variable. Referring to Ferdinand's (2014) criteria, a mean score of 2,61–3,40 falls into the moderate category. A summary of the mean values for each variable is presented in Table 3.

Table 3. Summary of Descriptive Statistics of the Research Variables

Variable	Item Mean Range	Overall Mean	Category
Lifestyle (X1)	2,70 – 2,99	2,88	Moderate
Cafe Atmosphere (X2)	3,12 – 3,35	3,25	Moderate
Customer Experience (X3)	2,99 – 3,23	3,10	Moderate
Revisit Intention (Y)	2,96 – 3,16	3,03	Moderate

Source: Primary Data, processed 2026

All research variables fall into the moderate category, indicating that respondents' perceptions of the lifestyle fit with the Estuary Cafe concept, the comfort of the cafe atmosphere, the quality of customer experience, and the tendency toward revisit intention have not yet reached a very high level, so there is still room for improvement for Estuary Cafe in enhancing these four aspects.

This moderate rather than high tendency is analytically important: it indicates that although respondents generally perceive Estuary Cafe favorably, none of the four constructs has yet reached the level of perception typically associated with a strongly differentiated brand. This finding is critical because it implies that the significant regression results discussed later should not be read as evidence that Estuary Cafe has already optimized these aspects; rather, it suggests that even moderate improvements in lifestyle congruence, atmosphere, and experience quality could still yield a meaningful increase in revisit intention, given that the relationship between these variables is already established as positive and significant.

Validity and Reliability Test

The validity and reliability tests were conducted on 91 respondent data points by comparing the calculated r-value with the r-table value of 0,206 ($df = 89$, $\alpha = 5\%$).

Table 4. Results of the Validity and Reliability Test

Variable	r-Calculated Range	r-Table	Cronbach's Alpha (Remarks)
Lifestyle (X1)	0,739 – 0,829	0,206	0,931 (Reliable)
Cafe Atmosphere (X2)	0,656 – 0,802	0,206	0,949 (Reliable)
Customer Experience	0,737 – 0,832	0,206	0,939 (Reliable)

Variable	r-Calculated Range	r-Table	Cronbach's Alpha (Remarks)
(X3)			
Revisit Intention (Y)	0,813 – 0,875	0,206	0,959 (Reliable)

Source: Primary Data, processed 2026

All statement items for the four variables were declared valid because the calculated r-value exceeds the r-table value, and all variables were declared reliable because the Cronbach's Alpha value exceeds 0,60, so the research instrument is suitable for use in the subsequent analysis stage.

Classical Assumption Test

The normality test using One-Sample Kolmogorov-Smirnov showed an Asymp. Sig. (2-tailed) value of 0,200, greater than 0.05, indicating that the residual data are normally distributed. The multicollinearity test showed that all independent variables have Tolerance values above 0.10 and VIF values below 10 (Lifestyle: Tolerance 0,842, VIF 1,188; Cafe Atmosphere: Tolerance 0,832, VIF 1,202; Customer Experience: Tolerance 0,835, VIF 1,197), so the model is free from multicollinearity symptoms. The heteroscedasticity test through a scatterplot graph showed a random distribution of points without forming a particular pattern, so the regression model is homoscedastic and meets the Best Linear Unbiased Estimator (BLUE) criteria.

Multiple Linear Regression Analysis

Table 5. Results of Multiple Linear Regression Analysis

Model	B	Std. Error	Beta	t	Sig.
(Constant)	-2,552	3,077	-	-0,829	0,409
Lifestyle (X1)	0,594	0,116	0,422	5,123	0,000
Cafe Atmosphere (X2)	0,241	0,063	0,315	3,802	0,000
Customer Experience (X3)	0,222	0,091	0,202	2,440	0,017

Source: Primary Data, processed 2026

Based on Table 5, the regression equation is obtained: $Y = -2,552 + 0,594X_1 + 0,241X_2 + 0,222X_3 + e$. All regression coefficients are positive, indicating that the better the lifestyle, cafe atmosphere, and customer experience perceived by consumers, the higher the revisit intention of Estuary Cafe consumers.

To determine the relative contribution of each independent variable, the standardized regression coefficient (Beta) was used because the measurement units of the three independent variables are not entirely identical. The Lifestyle Beta of 0,422 indicates that this variable provides the largest

relative contribution to Revisit Intention, followed by Cafe Atmosphere (Beta = 0,315) and Customer Experience (Beta = 0,202), making Lifestyle the most dominant variable. Substantively, this finding indicates that the fit between the coffee shop concept and the lifestyle of students and young workers—which makes Estuary Cafe part of their working and socializing routine—provides a stronger psychological drive toward revisit intention compared to the physical aspect (cafe atmosphere) or the visit experience (customer experience).

Hypothesis Testing

The partial significance test (t-test) in Table 5 shows that Lifestyle ($t = 5,123$; sig. = 0,000), Cafe Atmosphere ($t = 3,802$; sig. = 0,000), and Customer Experience ($t = 2,440$; sig. = 0,017) each have a significance value below 0.05 and a calculated t-value greater than the t-table value (1,988), so H1, H2, and H3 are accepted. The simultaneous significance test (F-test) shows a calculated F-value of 29,37 with a significance of 0,000, greater than the F-table value (2,709), so H4 is also accepted. The results of the hypothesis testing are presented in Table 6.

Table 6. Results of the F-Test (ANOVA) and Coefficient of Determination

Test	Value	Sig.	Remarks
F-calculated (F-Test)	29,37	0,000	Significant
R	0,709	-	-
R Square	0,503	-	-
Adjusted R Square	0,486	-	-

Source: Primary Data, processed 2026

The Adjusted R Square value of 0,486 indicates that Lifestyle, Cafe Atmosphere, and Customer Experience jointly explain 48.6% of the variance in Revisit Intention among Estuary Cafe consumers, while the remaining 51.4% is explained by other variables outside this research model, such as service quality, price, promotion, customer satisfaction, or brand image. The R value of 0,709 indicates that the relationship between the three independent variables and Revisit Intention is strong, so the regression model built is fairly representative in explaining the phenomenon of revisit intention in the context of this study, although it does not fully explain the entire variance.

Discussion

The Effect of Lifestyle on Revisit Intention. The test results show that Lifestyle has a positive and significant effect on Revisit Intention ($t = 5,123$; sig. = 0,000) and is the variable with the largest relative contribution (Beta = 0,422). This finding can be explained through the perspective of the Theory of Planned Behavior, where lifestyle reflects the subjective norms and activity patterns already established among students and productive-age workers (22–30 years old)

who dominate Estuary Cafe's customer base. When visiting a coffee shop has become part of the routine of working, completing tasks, or socializing, a visit to Estuary Cafe is no longer merely an incidental consumption decision but part of a recurring habit, thereby driving a stronger intention to revisit than physical factors or the visit experience. This finding supports the results of Azzahra et al. (2020) and Sari and Irmawati (2025), which showed that consumer lifestyle plays an important role in encouraging the intention to revisit coffee shops, while also reinforcing the argument that at dual-purpose objects such as Estuary Cafe, the fit with consumer lifestyle becomes a more dominant determinant than at conventional coffee shops.

The Effect of Cafe Atmosphere on Revisit Intention. Cafe Atmosphere was proven to have a positive and significant effect on Revisit Intention ($t = 3,802$; $\text{sig.} = 0,000$; $\text{Beta} = 0,315$). Within the framework of the Theory of Planned Behavior, cafe atmosphere serves as a supporting factor that influences perceived behavioral control, namely the extent to which consumers feel comfortable and physically supported to engage in activities at a place. The industrial-modern design concept, indoor-outdoor areas across two floors, the view of the Kali Code river, the availability of Wi-Fi and power outlets, and the music-free co-working space on the second floor make Estuary Cafe a space that supports both productive activities and relaxation, thereby reinforcing consumers' perception that they are able and comfortable to return to engage in activities there. This finding is in line with Putri et al. (2023) and Renda and Situmorang (2024), who proved that cafe atmosphere has a positive effect on revisit intention, but differs from the findings of Lee and Christiarini (2021), who found no significant effect in the context of casual dining restaurants. This difference is likely due to differences in the function of the place: at casual dining restaurants, atmosphere is a complement to the dining experience, whereas at working-space-concept coffee shops such as Estuary Cafe, atmosphere becomes a functional element that determines the comfort of engaging in activities over a relatively long visit duration.

The Effect of Customer Experience on Revisit Intention. Customer Experience has a positive and significant effect on Revisit Intention ($t = 2,440$; $\text{sig.} = 0,017$; $\text{Beta} = 0,202$), although its contribution is the smallest among the three independent variables. From the perspective of the Theory of Planned Behavior, customer experience functions to shape consumers' attitude toward Estuary Cafe through cognitive and affective evaluations of the entertainment, educational, esthetic, and escapist experiences felt during the visit (Pine & Gilmore, 1998). The relatively smaller contribution compared to lifestyle and cafe atmosphere indicates that for Estuary Cafe customers, the emotional and entertainment aspects of the experience have not yet become the primary consideration compared to lifestyle fit and physical comfort, likely because the majority of visits are oriented toward productive activities (working/studying) rather than purely recreational purposes. Nevertheless, this finding remains consistent with the results of Musari et al. (2023), Sari

and Irmawati (2025), and Kwame Opoku et al. (2023), which showed that the quality of customer experience has a positive effect on loyalty and revisit intention in the coffee shop context.

The Simultaneous Effect of Lifestyle, Cafe Atmosphere, and Customer Experience on Revisit Intention. The F-test results show that the three independent variables simultaneously have a positive and significant effect on Revisit Intention, with a contribution of 48.6%. This finding confirms that consumers' decision to revisit Estuary Cafe results from the interaction of attitude (shaped by customer experience), social norms or habits (reflected by lifestyle), and perceived behavioral control (supported by cafe atmosphere), as explained within the framework of the Theory of Planned Behavior (Ajzen, 1991). These three elements complement one another: lifestyle drives the need for a place that fits one's routine, cafe atmosphere provides the physical support to meet that need, and customer experience reinforces the affective evaluation of the overall visit. In line with the findings of Nirwana (2019) and Musari et al. (2023), this result reinforces the argument that revisit intention in the coffee shop industry is multidimensional and cannot be adequately explained by a single factor.

Taken together, these findings offer a more nuanced picture than studies that treat lifestyle, cafe atmosphere, and customer experience in isolation. The dominance of lifestyle over cafe atmosphere and customer experience observed here contrasts with findings from more conventional retail and hospitality settings, such as Indahsari and Bangun (2024), where store atmosphere was found to be the primary driver of consumer satisfaction, and Hazlirahman et al. (2025), where cafe atmosphere and food quality jointly outweighed other considerations in shaping revisit intention. This divergence is plausibly explained by Estuary Cafe's dual function as both a co-working and leisure space: because a substantial share of visits are functional in nature working, studying, or completing tasks rather than purely recreational, consumers appear to weigh lifestyle congruence, that is, whether the cafe supports their daily productive routine, more heavily than sensory or emotional cues from the physical environment. This interpretation is consistent with Hafasnuddin et al. (2018), who observed that in cities with a large student and young-professional population, coffee shop patronage is increasingly driven by lifestyle-related motives such as socializing and working rather than by the beverage or atmosphere alone. At the same time, the comparatively small contribution of customer experience aligns with Rageh-Ismail et al. (2011), who argued that in utilitarian-dominant consumption contexts, functional and habitual considerations tend to outweigh purely experiential dimensions in shaping continued patronage, which helps explain why the entertainment, educational, esthetic, and escapist dimensions of customer experience while still statistically significant carry less weight than lifestyle fit among Estuary Cafe's largely productivity-oriented customer base.

Theoretical Implications

This study provides a theoretical contribution by extending the application of the Theory of Planned Behavior to the context of revisit intention among customers of dual-purpose-concept coffee shops (a place for both relaxation and co-working). The findings show that the three components of TPB attitude, subjective norms/habits, and perceived behavioral control can be empirically represented through customer experience, lifestyle, and cafe atmosphere, and all three are proven relevant in predicting revisit intention. The finding that lifestyle has the most dominant contribution also enriches the consumer behavior literature by showing that, in research objects with a dual function (relaxation and working/studying), consumers' habitual norms and activity patterns can be a stronger predictor of behavioral intention than physical environmental factors or the visit experience, thereby offering a new nuance for the development of the TPB model in the coffee shop industry.

Managerial Implications

Practically, the findings of this study provide several operational recommendations for Estuary Cafe's management. First, given that lifestyle is the most dominant variable, Estuary Cafe is advised to maintain and strengthen its positioning as a comfortable working and studying space, for example by providing co-working membership packages (daily/monthly working passes), ensuring a stable Wi-Fi connection and adequate power outlet availability, and maintaining a quiet, music-free atmosphere in the working area during productive hours. Second, regarding cafe atmosphere, Estuary Cafe can maintain the uniqueness of its industrial-modern concept and the view of the Kali Code river as a visual attraction, while regularly evaluating lighting, air circulation, and seating comfort in both indoor and outdoor areas, particularly during peak visiting hours. Third, to improve customer experience, Estuary Cafe can develop more personal barista interaction programs, such as coffee cupping sessions or latte art classes for regular customers, and utilize social media to present esthetic and entertainment experiences beyond the beverage products themselves. Fourth, since the three independent variables only explain 48.6% of the variance in revisit intention, Estuary Cafe also needs to pay attention to other factors such as product quality consistency, competitive pricing, and customer loyalty programs to more comprehensively encourage revisit intention.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that Lifestyle, Cafe Atmosphere, and Customer Experience each have a positive and significant partial effect on Revisit Intention among Estuary Cafe consumers, with Lifestyle as the most dominant variable, followed by Cafe Atmosphere and Customer Experience. Simultaneously, the three variables also have a positive and significant effect on Revisit Intention, contributing 48.6% (Adjusted R^2 =

0,486), while the remaining 51.4% is influenced by other variables outside the research model, such as service quality, price, promotion, customer satisfaction, and brand image.

Theoretically, this study contributes to the coffee shop and consumer behavior literature by demonstrating that the Theory of Planned Behavior can be meaningfully extended to a dual-purpose, co-working-space-concept coffee shop context, showing that lifestyle-driven habitual norms can outweigh physical-environment and experiential factors in shaping revisit intention. This insight qualifies and extends prior TPB-based studies conducted primarily in single-purpose retail, hospitality, or food-product contexts, such as Ramadhaningtyas et al. (2025) and Reynaldi et al. (2023), by showing that the relative weight of TPB's underlying components can shift depending on whether the object of study serves a functional (working/studying) or a purely recreational purpose. Practically, the findings imply that managers of dual-purpose coffee shops should prioritize investments that reinforce lifestyle fit such as co-working membership schemes, reliable Wi-Fi, and productivity-supporting facilities before allocating disproportionate resources to atmospheric redesign or experiential programming, since the latter two, while still significant, yield comparatively smaller gains in revisit intention within this customer segment.

This study has several limitations that need to be considered when interpreting the results. First, the sampling technique used nonprobability sampling through a combination of purposive and incidental sampling, so the findings cannot be statistically generalized to the entire population of Estuary Cafe customers or other coffee shops. Second, the research data are self-reported and measured through respondents' perceptions, so they may be subject to common method bias or social desirability bias, which could affect the accuracy of the responses. Third, the research design is cross-sectional, describing conditions only at a single point in time, so it cannot explain the dynamics or long-term changes in consumer revisit intention. Fourth, this study was conducted at only one object, namely Estuary Cafe, with a limited sample size of 91 respondents, so the findings may not necessarily be generalizable to coffee shops with different concepts or market segmentation.

Based on these limitations, future research is recommended to use probability sampling techniques where possible, to expand the research object to several coffee shops with similar or different concepts in order to improve the generalizability of the results, and to consider a longitudinal research design to capture changes in revisit intention over time. Future research is also recommended to add other variables such as service quality, price, promotion, customer satisfaction, or brand image to obtain a more comprehensive model in explaining coffee shop consumers' revisit intention. More specifically, future studies could employ stratified random sampling based on visit frequency or co-working membership status to reduce the sampling bias inherent in the nonprobability approach used here, test customer satisfaction or brand trust as a

mediating variable between the three predictors and revisit intention, and adopt a two-wave or panel longitudinal design for example, measuring perceptions before and after a facility upgrade to capture causal dynamics that a cross-sectional design cannot reveal. Comparative studies across multiple dual-purpose coffee shops in different cities, informed by approaches similar to those used by Hazlirahman et al. (2025) and Siregar (2025), would further clarify whether the dominance of lifestyle observed in this study is specific to Yogyakarta's student-driven market or generalizable to other urban contexts with different demographic compositions.

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